

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: Lisa Goldman
Acting City Manager

Date: January 4, 2011

Re: Provide Input on the City Manager Recruitment Brochure and Approve
Designating a Council Subcommittee to Finalize the Brochure, Review
Applications and Select Candidates for Interviews

BACKGROUND

On April 1, 2009, the City Council entered into a contract with Ann Marie Gallant to serve as Interim City Manager under a two-year contract. That two-year contract ends on March 31, 2011. In order to begin recruiting for a City Manager, staff recommends that the City Council provide input on the recruitment brochure and designate a City Council subcommittee to facilitate the recruitment process.

DISCUSSION

On December 28, 2010, the City Council gave notice to the Interim City Manager that the City would begin the recruitment for a City Manager. Input from the City Council will be sought on the qualifications desired in a City Manager. A subcommittee of the City Council shall be appointed to finalize the recruitment brochure, review applications, and select the candidates to invite for interviews. It is anticipated that the application process can begin immediately, with interviews scheduled for February 2011.

A sample recruitment brochure from the previous City Manager recruitment conducted in December 2004 is attached for City Council review and comment (Exhibit 1).

FINANCIAL IMPACT

Funding for this recruitment will come from the City Manager's Office budget.

RECOMMENDATION

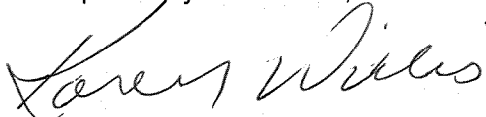
Provide input on the City Manager Recruitment brochure and approve designating a Council subcommittee to finalize the brochure, review applications and select

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Members of the City Council

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candidates for interviews.

Respectfully submitted,



Karen Willis
Human Resources Director

Approved as to funds and account,

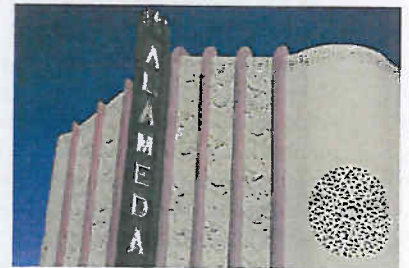
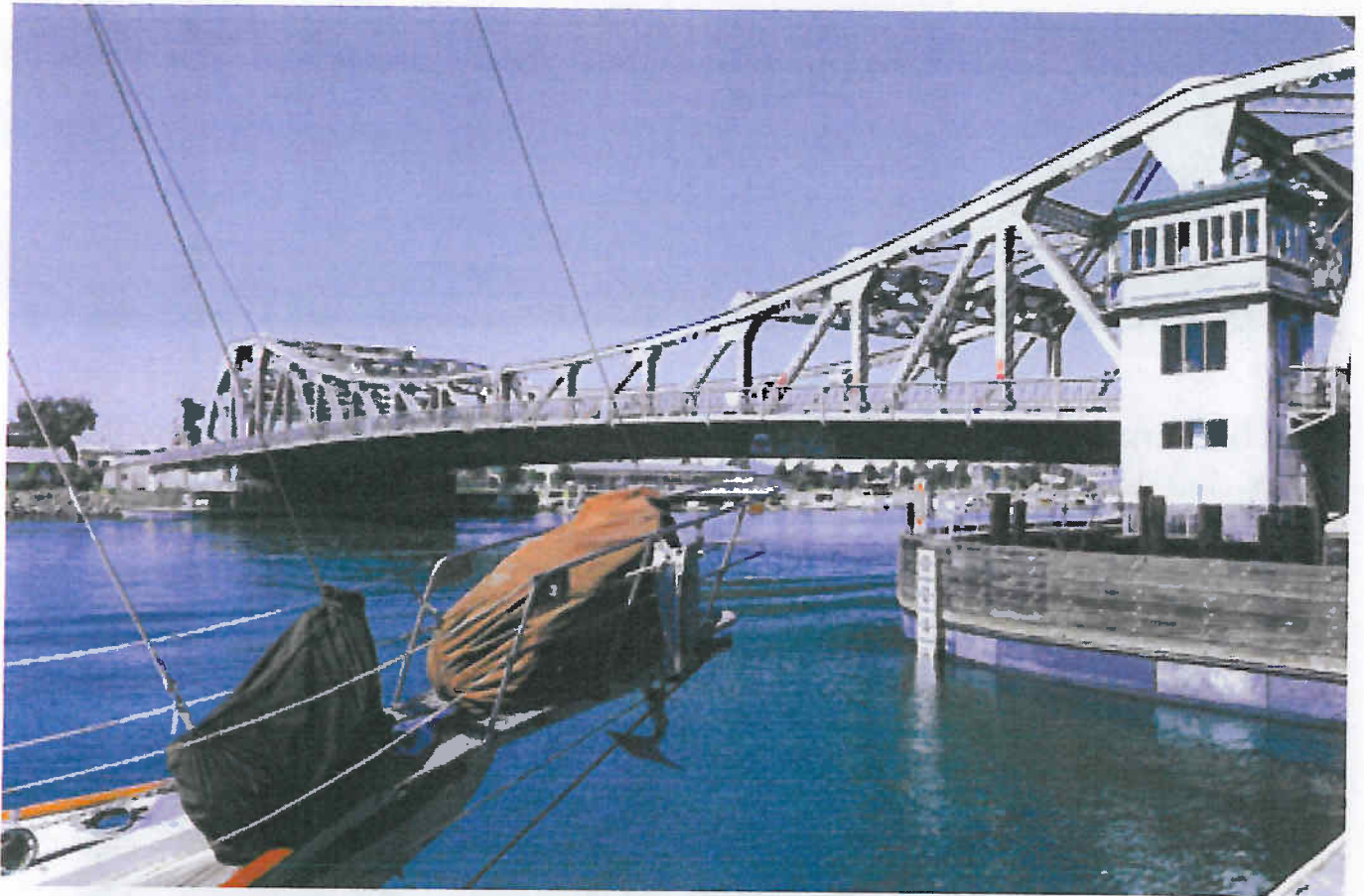


for

Fred Marsh
Controller

Exhibits:

1. December 2004 Recruitment Brochure for City of Alameda City Manager



The City of Alameda, CA
is now inviting applications for City Manager

Exhibit 1
Agenda Item #6-C
01-04-11

“Alameda, CA – a unique island community in the San Francisco Bay area – full of small-town charm and character.”

The Community

The City of Alameda, California, is a unique island community of 76,000 residents in the San Francisco Bay Area. It is connected to the East Bay mainland by four bridges and two subterranean tubes and by ferry services to San Francisco. Alameda has 14 parks along the San Francisco Bay. Marinas abound with a half dozen yacht clubs and over 3,400 boat slips and dry boat storage places, second in the nation to Marina Del Rey in Southern California. Alameda has a municipally-owned power and telecom department (cable TV and internet) and a municipally-owned golfing complex with two 18-hole courses and an executive course. The City also has a civic light opera, a community band, and a historical museum; and it is within minutes of all the cultural activities in San Francisco, Oakland and Berkeley.

Alameda has been able to maintain a small-town atmosphere with a diverse mix of housing and neighborhoods and pedestrian friendly shopping areas. Resplendent Victorian homes grace shade tree-lined streets covering the island's 12.4 square miles. It is an architecturally and historically rich community with over 10,000 buildings constructed prior to 1930. The City insures its legacy with a Historical Preservation Ordinance and a Historical Advisory Commission to document and protect this heritage.

Office, industrial and retail businesses thrive in Alameda. The City has earned the nickname “Silicon Island,” due to the thriving high-tech firms in its modern business parks. The community is also home to the College of Alameda, and it is in close proximity to California State University at Hayward and the University of California at Berkeley.

The residents of Alameda have a household income averaging over \$67,000. About two-thirds of the residents over 25 years of age are college educated and 40% are employed in executive, managerial and technical occupations. The City is served by AC Transit, BART shuttle service and two ferry systems. It is readily accessible to Highway 880 and is adjacent to the Oakland International Airport. The community also is bicycle friendly.

The City Organization

This proud city was incorporated in 1854 and became a Charter City in 1916 with a Council-Manager form of government. The five-member Mayor/Council serves

four-year terms, staggered at even-numbered years. The Council directly hires the City Manager, City Attorney and the City Clerk. The new City Manager will lead 14 City Departments with an operating budget of \$309 million and a staff of 675 full-time and between 200-400 part-time employees. The current City Manager is retiring after nearly eight years serving as the incumbent. Candidates are encouraged to visit the City's website at www.ci.alameda.ca.us for a broad understanding of the City organization.

Community Priorities/Issues

City Finances — Most California cities have faced significant financial implications as a result of the State's budget. The City Council is seeking a City Manager with strong financial skills. A good understanding of local government budgets and finances is needed to provide strategies and options for the City Council during the annual budget process. Capital projects on the City's agenda include the new library and infrastructure improvements such as sewers and streets.

Military Base Re-Use — Alameda Point, site of the former Alameda Naval Air Station which encompassed about one-third of the City's land area, is master planned for new residential neighborhoods, shopping districts, recreational facilities and business parks. Negotiations are underway with the Navy to convey the site to the City. The Base has been designated a “Superfund Clean-up Site” which is a major issue in the negotiations. The new City Manager needs to understand the history of past efforts and bring a fresh perspective to completing the Alameda Point conveyance and long term redevelopment.

Redevelopment — The City has focused on a citywide retail policy. There is a need to create a vision for the Webster Street Business District. Other significant projects include a new Park Street theater complex/parking structure and the Northern Waterfront Area Plan. Leadership is needed to implement these projects and create new ideas to revitalize the economic climate. Transportation/traffic will be key factors in any successful strategy. Citywide benefits and neighborhood impacts will need to be addressed.

Quality of Life — The Community is proud of its history and small town atmosphere. Historic preservation, quality design and livable neighborhoods are part of the City's charm. Diversity and community involvement are highly valued.



Portrait of the Ideal Candidate

The ideal candidate is a seasoned professional with 10 years in local government management. The preferred experience would be from communities of 50,000-100,000 residents with similar cultural and economic diversity to the City of Alameda. While California local government experience is a plus, seasoned professionals from similar communities in other states would be acceptable. County Administrators or department heads from larger organizations will also be considered.

Experience working with military base re-use, redevelopment programs, publicly owned utilities and housing authorities is highly desirable. Although a Bachelor's Degree is required, advanced degrees are preferred. Additionally, the ideal City Manager has fully developed management skills demonstrating:

- Excellent communication skills in all arenas including the Mayor/Council, City staff, employee associations, regional networking, Boards and Commissions, and members of the community and other stakeholders
- Reputation for being approachable, hands-on, proactive, and an action-oriented leadership style that accomplishes missions by effective delegation and follow-up accountability
- Regular communications with the Mayor/Council to keep them informed of sensitive issues (no surprises) and to help them implement their vision
- Strong fiscal management with a continuous eye on the budget and foresight to help guide the Mayor/Council on options and strategies
- Team-building of staff by effective evaluations, mentoring, goal-setting, clear expectations and accountability
- The ability to actively engage the community and maintain the quality of life
- Appreciation for creativity, diversity, and the role of the Mayor/Council in setting policy and goals for the community
- Highest level of ethics, creativity, and leadership
- Strong skills in listening, decision-making and customer service
- Knowledge of city government operations and programs



Compensation

The salary range for the City Manager is \$175,000 - \$200,000 and is dependent on qualifications. The City offers a generous benefits package which currently includes:

- Flexible Benefit Plan — A monthly allowance up to \$1,010 is provided for health, dental and a \$100,000 term life insurance policy.
- Deferred Compensation — 1% of salary paid by the City. Employee contribution is 2% of salary. Optional deferred compensation program is also available.
- Vacation — Equivalent of 3-weeks paid vacation annually.
- Holidays — Thirteen and one-half paid holidays per year.
- Retirement Plan — California PERS (2% at 55) on single highest year earnings.
- Long Term Disability Insurance — The City provides LTD insurance up to \$8,000 per month.
- Auto allowance — \$381 per month
- Relocation Assistance — Available at the discretion of the City Council

Application Process

To apply for this exciting opportunity, please submit your resume by February 28, 2005 to: Lisa Mills, The Mills Group, 2314 N. Olive Lane, Santa Ana, CA 92706-1936; or e-mail your resume to lmills@themillsgroup.net. If you have any additional questions, please call Ms. Mills at (714) 938-3878.